

BOARD OF DIRECTORS FALL SUMMIT MINUTES
PROFESSIONAL DISC GOLF ASSOCIATION

September 16, 2010

Board Members:

Todd Andrews; Robert Decker; David Feldberg; Avery Jenkins; Juliana Korver; Cale Leiviska; Dave Nesbitt

Others Present: Staff

Executive Director: Brian Graham

David Gentry; Addie Isbell; Karolyn Garlock; Jason Allind

Consultants:

Dan "Stork" Roddick; Chuck Kennedy; John Duesler; Brian Hoeniger; Theo Pozzy; Conrad Damon (teleconference)

Fulfillment:

Todd Breiner

Proceedings:

Meeting called to order at 8:35 a.m. EST by Chair: Dave Nesbitt

Headquarters Update

- Office Report: Graham
- Memberships: Isbell
- Tour: Gentry

Due to continued solid growth, new revenue streams, and attention to costs and savings, the PDGA experienced substantial increases in income, net income and our net financial position over the past couple of years.

At the end of July 2010, the PDGA had a cash position of \$752,862 compared to a cash position of \$523,709 at the same time last year, representing an increase of \$229,153.

At the end of July 2010, the PDGA had a net financial position of \$779,643 compared to a net financial position of \$547,509 at the same time last year, representing an increase of \$232,134.

Please note that both our cash and net financial positions peak at this time of year and that these numbers will

decrease before year end due in part to the time of year and the cyclical nature of our business

The following chart will provide you with a snapshot of our finances over the past six years:

Year	Actual	Actual	Net	Cash	CP	Net	NFP
	Income	Expenses	Income	Position	Change	Finan. Position	Change
2009	\$1,356,749	\$1,108,599	\$248,150	\$405,192	219.92%	\$389,733	171.00%
2008	\$1,154,071	\$1,053,052	\$101,019	\$184,241	123.42%	\$227,914	156.26%
2007	\$1,109,362	\$1,085,188	\$24,174	\$149,279	106.51%	\$145,852	187.03%
2006	\$952,249	\$884,323	\$67,926	\$140,157	133.52%	\$77,984	73.94%
2005	\$752,203	\$782,750	-\$30,547	\$104,971	77.17%	\$105,472	73.96%
2004	\$732,133	\$689,507	\$42,626	\$136,019	-	\$142,615	-

As you can see, the finances of the PDGA are very healthy and we currently enjoy the best cash and net financial position in the history of our organization.

Two goals that I concentrated on heavily following my hiring as ED were to improve our bottom line financially, and to modernize and automate our internal processes to make them more scalable so that we could handle the exponential growth that we all expect to come.

In my opinion the office is currently doing an increasingly good job in terms of delivery of core services to our members and tournament directors. I am particularly proud of the fact that the size of our staff has not increased in four years while our workload has increased at least 30% over this same period due to impressive membership and tour growth.

I feel that the PDGA is not doing as much as we could or should in terms of programming, growing the sport, and leading the industry in terms of technology, and I will be proposing several new programs and initiatives over the next two days to address some of these issues.

Top Ten Goals Session (Nesbitt):

The Board, staff, and consultants engaged in an interactive session to list each persons top ten goals for the PDGA. The goals were categorized and displayed on a large display board by Brian Graham. Attendees were asked to e-mail their top ten list to the office where they would be compiled, categorized and sent back to the board for review.

Pro Payout Table (Jenkins):

Jenkins wants change in consistency of payout. One formula doesn't work with changes in added cash to the bigger tournaments.

TD can do what they want with their payout?

Feldberg: Players want to know expected payout before registering.

If TD deviates from table, why and should it be addressed ?

Jenkins will meet with competition committee. Should we make following payout mandatory for certain tier tourneys?

Action Item: Next teleconference Avery will come to board after his meeting with competition committee for two curve system, work with Feldberg.

NPO Roles (Graham):

Currently BOD sets policy and the PDGA staff implements the policy.

Work on overlap for the future.

Smaller the organization= less staff = more involvement from the board.

The roles are defined, 90% of work is done by the staff.

Korver motions that conflict of interest be made known and available to public

(Andrews seconds)

Group and Stork: It is unreasonable request to list and make public all conflict of interest. Conflicts of interest in most every decision.

Korver withdraws the motion

Nesbitt: Confused with organizational structure in regards to the consultants: Report to ED

Action Item: Have these be clearly disclosed in next meeting

International Report (Hoeniger):

International membership up 26%

European Championships- Very good media coverage

Canadian Pamphlet needs work

PDGA Europe page is needed.

Some of the players and T.D'.s need more rule education.

Where should we pursue worldly growth next?

Australia, Korea

Feldberg- Australia has best demographic and will report to board on there progress when he return from the Australia open.

Policies and Procedures (Decker)

Decker has been working on the policy and procedures manual looking for any other additions from the board or staff.

Board- looks ready to go.

Marketing Report (Duesler)

Original goal was getting sponsors.

Currently: Growing presence of sport and quality of events

Our greatest assets are website, magazine, newsletter

Mobile applications- one third are new users.

Event Focus: Worlds and NTs

Live internet broadcasting, will fundamentally put PDGA and disc golf out in the world

NT- The significant economic impact- talk to visitors bureaus

What are we offering to sponsors? Banners, website, media and video coverage

What has worked- Customized programming features like with Woodchuck

Live internet broadcasting: Satellite uplink power, Video on demand where the users leave a footprint and we know how long they watch can be return on investment

Let's test it now: Live broadcast of President's Cup and USDGC directly on *pdga.com*

Launch 2011 membership drive, and produce forum for PDGA leadership

Provide list of subscribers to contact

Specifics- asking for 20 to 25 thousand for 5 days of live coverage for upwards of 5-10,000 viewers

Show can be archived for later viewing

Rules Review (Damon/Roddick)

Went over rule proposals and revisions

6,9,10

Stork states that Committee change time frame to coincide with board elections and printing.

Stork and Damon will bring it back

Kennedy wants rules called after the event if witnessed or caught on tape

Korver motions to approve rule changes

(Andrews seconds)

All vote yes

Motion Passes

20 thousand rule books will be printed

Get rid of NT test and have everyone take official's test

Feldberg motions all members playing in NTs and higher must all pass official's test to compete in 2011

Leiviska seconds

Decker votes no, others vote yes

Motion Passes

Andrews motions members must retake officials test every three years, unless otherwise deemed necessary by the board from rolling when you passed the test

(Leiviska seconds)

All vote yes

Motion Passes

Code of Conduct and Smoking Policy

(Andrews/Feldberg)

Steps towards integrity- make players accountable for their actions

Andrews: presents living document for board to look over thoroughly and comment

10/1 – new comp. manual is made so decision must be soon

3.1- off course behavior- can we legally tell people what to do off of the course

-entire duration of tournament, not just two min. before and after

-public criticism of course or tournament

Decker- possible trouble with legal action for enforcing off course code of conduct

* Private organization

Roddick- look at each rule and fictionally create scenario where rule is tested to see if it can work and if we are prepared to enforce the infraction

2012 is target for code of conduct- set in motion the ideas and revision

Most importantly, better behavior from players

School League Program (Andrews and Graham)

Change names from junior to student membership

Utmost importance to increase younger ages involvement in the game

Feldberg motions for amateurs whom are enrolled in school and 22 years old and under to receive yearly membership for 25 dollars.

(Leiviska seconds)

Todd and Bob vote No- Five vote Yes

Motion Passes

Ratings Discussion (Feldberg and Kennedy)

The player ratings is such a big draw for disc golfers to measure themselves

Let's expand the usage of ratings to include features such as highest rating by state from week to week

Highest rated round of the week

Much more varied usage to come

Pro Worlds Support (Graham)

We need increased number of bids for world championships

Change the model

Club must raise 35-65,000 now

Currently costs PDGA \$11,000

This is only pro tournament with the PDGA name

PDGA should be running it

By 2013, PDGA should be in charge of running the World Championships

Local clubs in charge of maintaining courses, local sponsorship and running the side events

How much money should PDGA invest in the Pro purse?

Feldberg motions for PDGA to increase their money sponsored to the World Championships to \$20,000

(Jenkins seconds)

Andrews votes NO- six vote YES

Motion Passes

May be conflict of interest with championship competitors on the board

Oversight- Is board ok with vote despite potential conflict of interest

Andrews votes NO- six vote YES

Motion Passes

BOARD OF DIRECTORS FALL SUMMIT MINUTES CONT.

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IT/ Website (Pozzy, Gentry):

Discussion on what is correct investment percentage to IT and website
2008 – Launched successful new website with Ciphent
Increased security, allow better stream for video content, increase revenue
Allows for data to be separate from the web design *
Live feed- twitter feed and photos uploaded immediately
Player's statistics
Ability to manage events and TD reports, track financial reporting
Changes had to be made to prepare for huge financial growth
PRIORITIES- Phase II push
Printed version of course directory (next few months)
PDB- Financial management of PDGA events
Development of web services (interface of our database)
Data backup and recovery (we do currently have backup now, just improve use)
Online Registration data transfer (immediate update to registration list on payment)
PDGA mobile application – Discussed possible \$2.99 fee
PDB- Improvements and maintenance to existing systems
Website- Live tournament administration improvements
Membership automated processing

Social content (possibly remove message boards)

Office Staffing (Graham):

Need to hire another staff member.

Possibly to do the accounting. We have grown to the size to need another staff person, board agrees.

Grassroots Growth (Graham)

Future of our sport depends on grass roots level growth

Installation of disc golf courses has direct correlation with local growth

Educational programs beginning at young ages

Propose we focus our support for course installation on communities without courses near

Propose 25,000 for matching baskets fund (seems all are in favor)

Education- propose we allocate 25,000 to create or support existing educational programs for the sport

EDGE- already in place and doing great work (owned by Innova)

EDGE is focused on elementary- PDGA should possibly start adult/family education programs

Possibly create own educational videos and programs to be directed at all age levels using our own tools to support the grass roots growth

* COI discussion on the money for educational programs that involve board members- Everyone is ok with it

National Tour (Deusler, Gentry):

2011 will be the ninth year of the Tour

New blood, new direction- keeping events fresh

More proactive role this year

New committee

Nesbitt- lack of polish

Gentry- need staff- more management

Feldberg- dislikes flow of schedule and events selected.

NT - series or tour?? Possible regional tournaments

Proposed new tour

Action item- graham and new committee to revamp the national tour to a national series with regional tours.

Technical Standards (Roddick, Kennedy)

Disc and basket approvals

**** **Brian please add the list off newly approved baskets and discs**

Todd Andrews: Motion to approve the basket and discs

(Dave seconds)

All vote yes

30 baskets approved-- 500 approved discs

Dependent upon disc companies cooperating with us

Individual discs are going to vary from one disc to another –

May be tested and pass specification, but differ in later runs depending on plastic, temp color etc

Integrity- we have agreed to play game under certain set of standards

Stork- Compliance document

Ninja- does not pass standards

Points Awards (Korver):

Points system will be kept in order to keep qualifying procedures for world championships
Climo wins masters points title and did not play a masters tournament
International awards- Idea- once a geographical area gets certain amount of members, they would be given own POY, ROY –
i.e. - PDGA Europe POY, ROY, Volunteer of the year
Awards need to be announced by the start of 2011 . Change PDGA awards for 2012, must play in division to win an award in that division. I.e.- Climo not eligible for masters points unless he plays masters events.

2011 Draft Budget (Graham):

Proposed 2011, will make changes, bring back to board(add Duesler line item)
Nesbitt motions to support live internet broadcast of the President's Cup and the USDGC
Feldberg seconds
Unanimous vote Yes

Disc Golf Demos (Feldberg):

Look at what has worked in other sports- progression
NT clinic has worked and is a good start
Skateboarding does demos, not competitions most of the time
Feldberg states: I believe the PDGA has done a beautiful job of promotion with the NT series clinics. I propose we continue to move forward with the groundwork and add a demo at each of these events. I will contact the proper venues and organize this service. It will be the day before during an existing city event or in a populated city area. It would be a similar structure to the NT clinic; 2-4 players that rotate depending upon the region. These players would be compensated the same as for the clinic.
Wow the people- show off skills
Possibly MLS games, Minor league baseball games
Need an mc/hype man for the event
Make it so spectators are involved, through raffle, coupons, or getting them to come out and watch the tournament
Always have a local pro for the people to identify with
No extra burden for the tournament director
Not a board issue, ED will talk to Reading and Feldberg
No COI because ED is deciding, everyone is OK with it

Course Design (Kennedy):

PDGA and course quality
Subjective and Objective measures for course quality
RSQ- Ratings to Scoring Quality
Correlation between player ratings and totals from two rounds played on a specific course
Course can then be designated it's RSQ
Saw some preliminary calculations for different courses played at world championships-

Discipline Committee (Sinclair):

Since November of 2007- 36 disciplinary cases
5 in 2010
Through TD report- list player as disqualified
Contact the PDGA- Sinclair evaluates situation with committee and decides if action is warranted
Cannot take disciplinary action unless someone makes the call
Proposed- four person panel-
Person cannot deliberate if they are in same division as accused